

# The Impact of Content Marketing and Social Media Marketing on Business Development

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**Abstract:-** Recent researches suggest that a person spends about 6 hours 42 minutes online every day. That is almost half of the day. So, using this factor as a great opportunity marketer try to reach the audience where they spend most of their day i.e. Internet. This brings the term “Digital Marketing” into the picture. Breaking down Digital Marketing to the simplest of its form can be stated as “Use of electronic or online channels to connect with prospects or potential customers.” Digital Marketing is an umbrella term that encompasses various other major and important child-topics such as Search Engine Optimization (SEO), Email Marketing, Content Marketing, Social Media Marketing, Search Engine Marketing (SEM) and many more. Content Marketing is basically generating quality content, distributing it across digital platforms for attracting a defined audience that can be converted into profitable customers. It creates awareness and educates the customer about the product or service they are interested in availing, which are two important steps in buying cycle that the customer experiences. Whereas, Social Marketing, on the other hand, deals with delivering this valuable and relevant content to the target audience and connecting with them on these platforms where they are already present. This paper portrays the “Impact of Content Marketing and Social Media Marketing on Business Development”, using data imported from various tools. It further delves on how quality content and appropriate social media marketing tactics can help organizations boost their business. It also explores how online presence is a necessity for a business to grow, especially in the times we live today.

**Keywords:-** Digital Marketing, SEO, SEM, Social Media Marketing, Content Marketing.

## I. INTRODUCTION

Digital Marketing as simply put is the use of digital platforms and channels which may include websites, social media sites such as Facebook, Integra, and Twitter etc. for marketing communication. Digging deep, we get to know that until the time of the 1990s when the Internet was still evolving Traditional way of Marketing was used to reach to the target audience which included TV commercials, Magazine, Newspaper advertisement, Billboards, Telemarketing; which of course is still prevalent. But some major cons of the Traditional way of marketing include that

they are more often expensive, it is difficult to measure the effectiveness or success of the campaign and also most importantly couldn't know the reactions of potential customers.

Coming to the current situation, based on ClickZ “Internet users constitute 57% of the global population, a person spends about 6 hours 42 minutes online every day, and it also projected that 73% of all e-commerce sales will come from mobile by 2021.” now that's some eye-popping facts. Throwing more light on digital marketing we realize that the main pros of digital marketing over traditional marketing are that we can target the correct audience who are truly interested then wasting our efforts and resources on unlikely customers. It makes measuring campaigns as easy as possible. Moreover, the reach of digital marketing is unimaginable. Now, diving deep into content and social media marketing;

### ➤ Content Marketing:

Content marketing has been around here over the last few hundred years. It is a process of creating, publishing and distributing content across channels on the internet to reach the target audience which will improve sales and build brand awareness. The different type of content marketing includes Social media content marketing, Blog content marketing, Infographic content marketing, Podcast content marketing, Video content marketing, Paid ads content marketing etc. The 5 content marketing trends that should be on the radar as stated by Forbes in one of its articles include search and amplification, quick content pivots, building up influence, then share it with others who have influence, staying away from alienating audiences, and lastly, authenticity and vulnerability are key to engaging others. Adding value is the key to content marketing. Content marketing also helps in improving SEO by adding inbound links and great content which helps to rank up by search engines.



Fig 1: Content Marketing

➤ *Social Media Marketing:*

As evident social media is the fastest-growing trend, it has grown faster than the internet. Social media marketing is nothing but creating content for specific social media platforms that'll help in attracting customers. Social media marketing trends in 2018 suggests that Organic reach has slowed, Social media is becoming more 'pay to play', tools and channels are merging. Apart from these, tools like HubSpot, Hootsuite, Sprout Social, Tweet Deck are helpful for scheduling posts and features like Twitter analytics, Facebook analytics, Instagram insights and tools like Google Analytics can be used to measure online success.

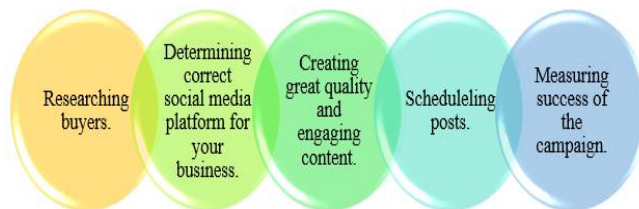


Fig 2: Social Media Marketing

## II. LITERATURE REVIEW

### 1] *Social Media Marketing: A Literature Review and Implications.*

In this paper, the authors have studied 44 different articles on Social Media Marketing from the database of the Web of Science. They carried out the study in 2 phases; first planning the review and second conducting the review and analysis. They concluded that the majority of the articles they analysed were from the consumer perspective on Social Media Marketing. They suggested having more articles from the company's perspective too. The limitation of this paper was that it was only based on "Social Media Marketing" and also had articles and journals analysed from the Web of Science database. [1]

### 2] *Do Social Ties Matter for Purchase Frequency? The Role of Buyers' Attitude Towards Social Media Marketing.*

The paper explores the buying behaviour of consumers based upon the social ties and their attitude towards social media marketing. The authors have taken up WeChat data to analyse and prove their hypotheses. The results of this study implied that the buying frequency among the consumers is higher when they have strong social ties with the sellers whereas it is low when the social ties are weak. Also, they concluded that while buying higher-priced goods the effect of the social tie is weakened. The authors also suggest that future research should be based on the influence of social ties between buyers and firms on buyers' purchase behaviour. [2]

### 3] *The Impact of Content Marketing on Consumers' Purchase Intention for Home Appliances: A Study in Afghanistan.*

The authors conducted a research based on the impact of content marketing on buying behaviour of consumers for home appliances keeping into account education level, age,

occupation, internet usage and monthly income. The 5 hypotheses are

H1: The effect of content marketing differs according to consumers' age on purchase intention for home appliances.

H2: The effect of content marketing differs according to consumers' education level on purchase intention for home appliances.

H3: The effect of content marketing differs according to consumers' occupation on purchase intention for home appliances.

H4: The effect of content marketing differs according to consumers' purpose of internet usage on purchase intention for home appliances.

H5: The effect of content marketing differs according to consumers' monthly income on purchase intention for home appliances.

These hypotheses were rejected by performing the Kruskal Wallis H test. It concluded that the effect of content marketing did not change due to demographics in areas like Afghanistan. [3]

### 4] *Content Marketing.*

The paper's primary objective is to evaluate the effectiveness, impact of content marketing strategies on different channels through which content is distributed for Thought Leadership program or reaches the audience. It also focuses on effective content marketing strategies, competitors' strategies etc. Developing effective ways for promoting blogs. Its in-depth analyses data of IBM, Deloitte, Cognizant, Accenture etc. The findings of the paper imply the creation of engaging content, understanding the target audience and their buying behaviour and lastly awareness stage. [4]

### 5] *Social Media as a Marketing Tool: A Literature Review.*

In this study, the author defines what social media marketing is and its foundation. It explores the impact of organizations social media marketing on consumer behaviour. It also discusses concepts of Viral Brand Community, Viral Advertising, Consumer Attitudes and Motives, User Generated Content. The paper concludes retailers should rely on social media for shoppers purchasing decisions. It also put forth that Facebook is a better platform for retailers. It says that a company can know the future choice of purchase decision by analysing networks data like from LinkedIn, Instagram, Facebook etc. Retailers should have 2-way communication with customers, beyond just advertising and posting. Social media should also be used for brand appeal as well. [5]

### 6] *Social Media Marketing: Strategies & Its Impact.*

The paper emphasises on using social media for more just than promoting. It put forth strategies for effective marketing and initiative buying. It explores different social media campaigns, Social media marketing tools etc. It then explores different social media strategies for small businesses. It suggests to not only build a basic social media presence but also getting the customer base to act on the network using mentioned strategies. [6]

7] *The Effects of Social Media Marketing on Online Consumer Behaviour.*

The authors of the paper try to answer the question who are the people interacting on social networks and until what level they are engaged in online activities. It segments users and determines the positive reaction of users on online advertisement. This can help to understand users better and build apt online marketing strategies. The study divides users into 4 categories namely Expressers and Informers, Engagers, Networkers or Socializers, Watchers and Listeners, according to factor analysis. Also, 36.9% do not engage in social activities, they have social media profiles for more than 3 years, they seem to log in several times a day and just browse around social media websites for 5 to 15 minutes. 32.2% do not appreciate the intrusive online advertisements, they have been using social websites for an average of two to three years, several times a day, for 5 to 15 minutes. The remaining cluster gets involved in all sorts of social media activities, they are using social media for more than 3 years and tend to log in several times a day, for an average of 5 – 15 minutes per session. The author appeals managers to classify customers and invest in social media marketing as it's a powerful tool. [7]

Parameter	No of respondents	Percentage
1	0	0%
2	1	2%
3	3	6%
4	26	52%
5	20	40%
<b>Total</b>	<b>50</b>	<b>100</b>

8] *Content Marketing - The Fundamental Tool of Digital Marketing.*

This paper gives the basic idea of what content marketing is. It establishes the idea that there's no digital marketing without content marketing. Quality content is what makes a brand build lasting relationships with the target audience. It suggests that organizations should thoroughly analyse the type of audience they are targeting. [8]

9] *The Impact of Social Media Content Marketing (SMCM) on Brand Health.*

The study states that content on social media is what drives traffic towards the brand. The paper evaluates brand health through aspects like bounce rate, likes, subscriptions, time on site etc. The major objective of the paper is to explore how SMCM builds brand health. The brand health score is the measure of awareness of the brand among the audience. SMCM can be used in branding strategies that can help improve brand health. [9]

10] *The Role of Content Marketing in Social Media Content Communities.*

The objective of this paper was to explore the role of content marketing in social media communities to attract the target audience. 3 categories emerge from the data that use

social media content to connect with the audience. The 3 categories are content communities, platform-specific content and understanding channels. [10]

11] *The Review of Content Marketing as a New Trend in Marketing Practices.*

This paper describes content marketing is useful for business, it also explores the reason behind the rise of content marketing and how it can benefit companies. It also suggests some strategies that businesses use for implementing content marketing. Localization, Personalization, Emotions, Diversification of Approach, Co-creation and Trust, Ethical and honesty are 6 ways to implement content marketing. [11]

12] *Content Marketing Decisions for Effective Internal Communication.*

The paper focuses on new marketing concepts and communication concepts, that include content marketing, which provides new ways for internal communication. The problem answered, argues how content marketing decisions can contribute to efficient internal communication. A theoretical-hypothetical model of the content marketing decisions' effect on internal communication is presented. [12]



Fig 3: Digital marketing looping funnel

III. RESEARCH METHODOLOGY

➤ *Research Hypothesis:*

H0: It is not important to have an online presence for a company.

H1: It is important to have an online presence for a company.

H0: There is no significant impact of content marketing on building brand recognition.

H2: There is a significant impact of content marketing on building brand recognition.

H0: H0: There is no correlation between social media marketing and lead generation.

H3: There is correlation between social media marketing and lead generation.

The research design is Descriptive Research Design.

- ✓ Problem is clearly defined.
- ✓ The hypothesis is framed.
- ✓ Data collection instrument is structured, i.e. questionnaire.

The type of study is Quantitative Research.

- ✓ Type of approach is Formatted & structured.
- ✓ Study deliverables are conclusive.
- ✓ Research design is Descriptive.

#### IV. DATA ANALYSIS AND HYPOTHESIS TESTING

The Data Analysis for this paper is a result of the data obtained from the 50 respondents who filled out the questionnaire given through Google Forms.

The questions framed in the questionnaire intend to cover the topics about Social Media usage patterns, Content Marketing importance and influence as well as Content Marketing failures.

##### Test 1

H<sub>0</sub>: It is not important to have an online presence for a company.

H<sub>1</sub>: It is important to have an online presence for a company.

Table 1: Hypothesis 1

t-Test: Two-Sample Assuming Unequal Variances		
It is important to have an online presence for a company.		
	Variable 1	Variable 2
Mean	4.3	0
Variance	0.459183673	0
Observations	50	2
Hypothesized Mean Difference	4	
df	49	
t Stat	3.130495168	
P(T<=t) one-tail	0.001469908	
t Critical one-tail	1.676550893	
P(T<=t) two-tail	0.002939816	
t Critical two-tail	2.009575237	
α = 0.05		

Table 2: Hypothesis Testing 1

How important is it for a company to have online presence?

50 responses

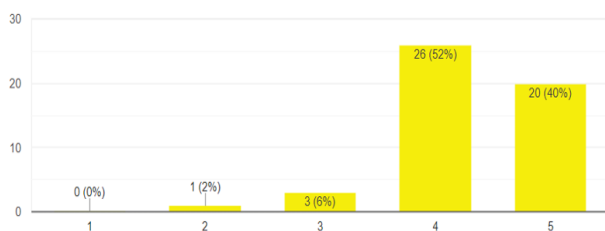


Fig 4: Graph 1

Stated above are the alternate and null hypotheses based on the research conducted. To prove the alternate hypothesis, MS Excel tools are used. With the help of the results of “one-sample t-test” conducted in MS Excel, the above results were obtained. In the above table, the P-value is observed to be less than 0.05 which is the set significance level (probability of rejecting the null hypothesis when the null hypothesis is true). Hence, we reject the null hypothesis and accept the alternative hypothesis.

##### Test 2

H<sub>0</sub>: There is no significant impact of content marketing on building brand recognition.

H<sub>2</sub>: There is a significant impact of content marketing on building brand recognition.

Stated above are the null and alternative hypotheses based on the research conducted.

Parameter	No of respondents	Percentage
1	0	0%
2	0	0%
3	7	14%
4	36	18%
5	25	50%
Total	50	100

Table 3: Hypothesis 2

To prove the alternate hypothesis, MS Excel tools are used. With the help of the results of “t-test” conducted in MS Excel, the following results were obtained:

t-Test: Two-Sample Assuming Unequal Variances		
There is a significant impact of content marketing on building brand recognition.		
	Variable 1	Variable 2
Mean	4.36	0
Variance	0.520816327	0
Observations	50	2
Hypothesized Mean Difference	4	
df	49	
t Stat	3.527322819	
P(T<=t) one-tail	0.000461254	
t Critical one-tail	1.676550893	
P(T<=t) two-tail	0.000922508	
t Critical two-tail	2.009575237	
α = 0.05		

Table 4: Hypothesis Testing 2



How important is content marketing in brand recognition or positioning?

50 responses

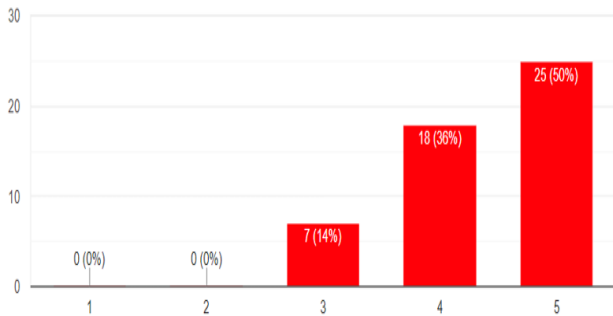


Fig 5: Graph 2

In this table, the P-value is observed to be less than 0.05 which is the set significance level (probability of rejecting the null hypothesis when the null hypothesis is true). Hence, we reject the null hypothesis and accept the alternative hypothesis.

Test 3

H0: There is no correlation between social media marketing and lead generation.

H3: There is correlation between social media marketing and lead generation.

Parameter	No of respondents	Percentage
Yes	42	84%
No	8	16%
Total	50	100

Table 5: Hypothesis 3

t-Test: Two-Sample Assuming Unequal Variances		
There is correlation between social media marketing and lead generation.		
	Variable 1	Variable 2
Mean	0.8	0
Variance	0.163265306	0
Observations	50	2
Hypothesized Mean Difference	1	
df	49	
t Stat	-3.5	
P(T<=t) one-tail	0.000500664	
t Critical one-tail	1.676550893	
P(T<=t) two-tail	0.001001327	
t Critical two-tail	2.009575237	
$\alpha = 0.05$		

Table 6: Hypothesis Testing 3

How often do tend to buy a product or avail a service which you happen to see on social media?

50 responses

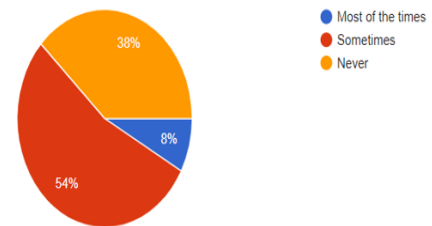


Fig 6: Graph 3

To prove the alternate hypothesis, MS Excel tools are used. With the help of the results of “t-test” conducted in MS Excel, the above results are obtained. In this table, the P-value is observed to be less than 0.05 (significant value) that is, 0.001. Hence, we reject the null hypothesis and accept the alternative hypothesis.

### V. ANALYSIS OF FINDINGS

The empirical evidence derived from analysing the data is presented in the following analysis of findings.

→ From the findings, it can be seen that the average time a most respondent spends on social media every day is about **1-2 hours**.

→ Most of the respondent use **Instagram the most** and TikTok the least.

→ The most likely hours for a user’s activity on social media are between **10 pm to 12 pm**, and the least between 7 am to 10 am.

→ Most people, **sometimes** end up buying products that they happen to see on social media.

→ A large number of respondents **do not follow brand pages** or company handles on social media or simply are not interested.

→ More than half of the respondents believe that it is of **utmost importance** to have **quality content** on social media.

→ More than half of respondents think that it is **very important** to have an **online presence** for a company in today’s era.

→ A **large number** of respondents agreed that their working organization **uses social media for lead generation**.

→ **LinkedIn** is stated to be the **most effective** social media platform when it comes to lead generation and twitter to be the least effective.

→ Almost **80%** of respondent's working organization **have a tagline** or an effective brand statement.

→ And **78%** out of these respondents stated that having a tagline **helps in brand recognition**.

→ Half of the respondent think that content marketing is of utmost importance in brand positioning and recognition.

## VI. CONCLUSION

To conclude,

- *It is utmost important to have an online presence for a company:*

As stated explicitly in the hypothesis testing, it is clear that it is of utmost importance for a company to have an online presence. It can also be observed in the foretasted finding that 52% of users state that it is very important to have an online presence for a company whereas 40% of users think that is important. From this, it can be concluded that it is utmost important to have an online presence for a company.

- *Content Marketing helps in building brand recognition:*

Initially, it was hypothesized that content marketing helps in building brand recognition. This hypothesis stands true. Also, from the interpretation of the questionnaire, it is concluded that 50% of users state that content marketing is very important in building brand recognition whereas 36% state that it is important. Hence it can be aptly concluded that content marketing helps in building brand recognition.

- *Social media marketing helps in lead generation:*

Previous literature has suggested that social media marketing helps in lead generation. The data collected from 50 respondents from different occupations such as IT, education, media and entertainment, ecommerce etc and the findings from hypothesis testing it can be clearly concluded that social media marketing helps in lead generation.

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